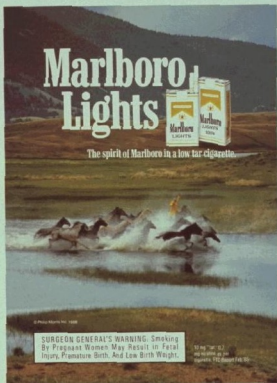


LEO BURNETT U.S.A.

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Ad No. 6896-C3-THUNDER RIVER-Req. No. 13235-Page-4/C-Bleed-(5-5/8" x 7-3/4")-TV Guide, 1968

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The spirit of Marlboro in a low tar cigarette.

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

15 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Feb. '85

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